

**LISTING OF CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**WHAT IS CLAIMED IS:**

1. (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Maintaining~~ maintaining a vendor product information database of product information from multiple vendors at said hub server;

~~Said~~ said product information being accessible by a ~~number~~ plurality of affiliate web sites;

~~Maintaining~~ maintaining an affiliate web site database at said hub server;

~~Maintaining~~ maintaining a buyer profile database of buyer information of one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

Combining stored buyer information of said particular buyer combining a plurality of information associated with said buyer identifier and stored within said buyer profile database with product selection said purchase request received from one of said affiliate web sites upon a condition that a purchase request of said particular buyer is received, resulting in to facilitate creating combined purchase order information being sent to the hub server; and[[,]]

~~Forwarding said~~ forwarding said combined purchase order information from said hub server to ~~a vendor~~ one of said multiple vendors, such that said purchase request is completed while said buyer is on said affiliate web site.

2. (currently amended) The method of claim 1 ~~wherein said particular buyer information is stored in said buyer profile database~~ further comprising:

receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;

sending from said hub server to said affiliate web site a buyer information form;

receiving at said hub server said buyer information form for said particular buyer; and

storing said buyer information form for said particular buyer in said buyer profile database during a first purchase by said particular buyer at an affiliate web site, wherein said buyer information form includes a shipping address, shipping method and credit card payment information for said particular buyer.

3. (currently amended) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit ~~[[a]]~~ said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and ~~[[,]]~~

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

4. (currently amended) The method of claim 2 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~ dynamically creating computer code needed to submit ~~[[a]]~~ said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and~~[[,]]~~

~~Inserting~~ inserting said computer code and a tag into said web page ~~with a tag~~.

5. (original) The method of claim 3 wherein said computer code is one or more of HTML code and JavaScript; and, wherein said tag is one or more of an <IFRAME> and JavaScript.

6. (original) The method of claim 4 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

7. (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Maintaining~~ maintaining a vendor product information database of product information from multiple vendors at said hub server;

~~Said~~ said product information being accessible by a ~~number~~ plurality of affiliate web sites;

~~Maintaining~~ maintaining an affiliate web site database at said hub server;

~~Maintaining~~ maintaining a buyer profile database of buyer billing and shipping information of one or more buyers, including a particular buyer, at said hub server;

receiving a purchase request at said hub server, wherein said purchase request originated at one of said affiliate web sites and includes a buyer identifier, an affiliate web site identifier and at least one of a product identifier and a category identifier;

~~Combining~~ combining stored buyer billing and shipping information of said particular buyer with ~~product selection~~ said purchase request received from one of said affiliate web sites upon a condition that a purchase request of said particular buyer is received, resulting in to facilitate creating combined purchase order information;

~~Recording~~ recording said combined purchase order information at said hub server; and,

~~Forwarding~~ forwarding said combined purchase order information from said hub server to a ~~vender~~ one of said multiple vendors.

8. (currently amended) The method of claim 7 ~~wherein said particular buyer billing and shipping information is stored in said buyer profile database~~ further comprising:

receiving at said hub server from said affiliate web site a first time purchase request from said particular buyer;

sending from said hub server to said affiliate web site a buyer information form;

receiving at said hub server said buyer information form for said particular buyer; and

storing said buyer information form for said particular buyer in said buyer profile database during a first purchase by said particular buyer at an affiliate web site, wherein the buyer information includes a shipping address, shipping method and credit card payment information for said particular buyer.

9. (currently amended) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~inserting said computer code and a tag into said web page ~~with a tag~~.

10. (currently amended) The method of claim 8 wherein said step of forwarding said combined purchase order information from said hub server to a vendor comprises:

~~Dynamically~~dynamically creating computer code needed to submit [[a]] said purchase request upon a condition that said particular buyer selects a submit icon displayed on a web page; and[[,]]

~~Inserting~~inserting said computer code and a tag into said web page ~~with a tag~~.

11. (original) The method of claim 9 wherein said computer code is one or more of HTML code and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

12. (original) The method of claim 10 wherein said tag is one or more of an <IFRAME> and JavaScript; and wherein said tag is one or more of an <IFRAME> and JavaScript.

13-17. (cancelled)

18. (currently amended) A method of processing multiple electronic transactions at a hub server comprising:

~~Aceessing~~ accessing vendor product information from a vendor web site;

~~Storing~~ storing said vendor product information at said hub server;

~~Transferring~~ transferring said vendor product information to a ~~number~~ plurality of affiliate web sites;

~~Receiving~~ receiving buyer billing and shipping information of one or more buyers, including a particular buyer, from said plurality of affiliate web sites;

~~Storing~~ storing said buyer billing and shipping information at said hub server;

~~Receiving~~ receiving at said hub server from one of said affiliate web sites a purchase request of said particular buyer ~~from one of said affiliate web sites~~ for a selected product;

~~Combining~~ combining said stored buyer billing and shipping information of said particular buyer with said selected product ~~selection~~ information received from said affiliate web site ~~resulting in to facilitate creating~~ combined purchase order information; and[[,]]

~~Forwarding~~ forwarding said combined purchase order information from said hub server to said vendor web site.

19. (currently amended) A method of enabling multiple and different remote Internet resident affiliate web sites to allow users to effect purchases at a separate vendor web site comprising:

A. ~~Storing~~, storing, in a database at a hub server, specific buyer information, ~~including that includes~~ billing and shipping information;

B. ~~Generating a number~~ generating a plurality of templates, each template corresponding to at least one of a product ~~[[or]]~~ and a product category~~[[ ]]]~~ to be displayed on an affiliate web page site;

C. ~~Receiving~~ receiving at said hub server, a cookie, said cookie ~~identifying a prospective buyer, said affiliate site, said product and optionally said vendor site~~ includes a prospective buyer identifier, an affiliate web site identifier and a product identifier;

D. ~~Dynamically~~ dynamically creating a <FORM> ~~including all that includes~~ purchase transaction information necessary to effect a to facilitate transacting a purchase transaction;

E. ~~Returning~~ returning a picture of said product with a submit image and said <FORM> to said ~~particular user; and,~~ affiliate web site;

receiving at said hub server said <FORM> from said affiliate web site; and

F. ~~Forwarding~~ forwarding from said hub server a purchase request for said product to be shipped to said buyer to a vendor ~~upon a condition that said <FORM> is submitted to said hub server~~ web site.

20. (cancelled).

21. (currently amended) The method of claim 19 further comprising:

G. ~~Arranging~~ arranging said picture of said product and ~~[[a]]~~ said submit image on ~~screen~~ a screen such that a purchase request can be initiated by selecting said submit image.

22. (currently amended) The method of claim 19 wherein said ~~<form>~~ <FORM> includes ~~product code, price, affiliate ID and vendor ID~~ a product code, a product price, an affiliate web site identifier and a vendor web site identifier.

23. (currently amended) ~~In system of electronic commerce in which a central hub server stands between a number of affiliate web sites and a number of vendor web sites to execute sales of~~ A method of executing purchase sales of vendor products featured on said ~~a plurality of~~ affiliate web sites, ~~[[a]] wherein a central hub server is coupled in communication to the plurality of affiliate web sites and a plurality of vendor web sites, said method comprising:~~

associating a ~~number~~ plurality of affiliate web sites with said hub server;

selecting, at said ~~a particular~~ affiliate web sites site, products offered by vendors;

displaying selected products to users on said plurality of affiliate web ~~pages~~ sites;

~~causing identifiers of~~ sending a sale request that includes a buyer identifier, an affiliate web site identifier, a product ~~[[,]] identifier and a vendor web site, to be sent identifier to said hub server in response to the event a buyer that browses an selects a vendor product displayed on said particular affiliate web site clicking on a displayed vendor product;~~

searching a database at said hub server to ~~find for a product picture of said product, its current, a current product price and previously stored buyer credit card information and shipping address of said buyer associated with said buyer identifier;~~

sending, from said hub server to said buyer at said particular user ~~affiliate web site~~, a form including said product picture of said product, its, said current product price and a submit icon superimposed on said product picture;



returning said form, from said buyer at said particular affiliate web site to said hub server,  
~~upon a condition that in the event~~ said buyer clicks on said submit icon;

debiting, at said hub server, said buyer's credit card with said purchase price;

crediting said vendor web site with ~~a sale~~ an amount that is substantially equal to said  
current product price less a commission credited to said particular affiliate web site;

submitting from said hub server to said vendor ~~[[all]]~~ web site information ~~necessary to~~  
~~make to facilitate transacting a purchase[[:]], wherein said information includes a~~ product code, a  
product price, affiliate site, vendor ID, buyer ID ~~an affiliate web site identifier, a vendor web~~  
site identifier, a buyer identifier and shipping address; and,

processing said sale request at said vendor ~~site, including web site~~; and

shipping said product to said shipping address in said form.

24. (currently amended) The method of claim 18 wherein said step of transferring  
said vendor product information to a ~~particular user includes~~ plurality of affiliate web sites  
further comprises selecting said product information randomly within a category.

25. (currently amended) The method of claim 19 wherein said step of generating a  
~~number~~ plurality of templates, each template corresponding to at least one of a product and a  
product category to be displayed at an affiliate web site ~~includes~~ further comprises selecting a  
product randomly within a category.

26. (currently amended) The method of claim 18 wherein said step of transferring said product information to a particular user ~~includes~~ further comprises selecting said product based on one or more of a buyer's profile, affiliate site and category.

27. (currently amended) The method of claim 19 wherein said step of generating a ~~number-plurality~~ of templates, each template corresponding to at least one of a product and a product category to be displayed at an affiliate web site ~~includes~~ further comprises selecting said product based on one or more of a buyer's profile, affiliate site and category.

28. (currently amended) The method of claim 1 wherein said step of forwarding said combined purchase order information from said hub server to a vendor ~~includes~~ further comprises selecting said vendor based on at least one of a price [[or]] and an aggregation efficiency.

29. (currently amended) The method of claim 7 wherein said step of forwarding said combined purchase order information from said hub server to ~~a vendor~~ includes one of said multiple vendors further comprises selecting ~~said vendor~~ one of said multiple vendors based on at least one of a price [[or]] and an aggregation efficiency.

30. (currently amended) The method of ~~claim 8~~ claim 18 wherein said step of forwarding said combined purchase order information from said hub server to [[a]] said vendor ~~includes web site~~ further comprises selecting said vendor based on at least one of a price [[or]] and an aggregation efficiency.

31. (new) The method of claim 1 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.

32. (new) The method of claim 7 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.

33. (new) The method of claim 19 further comprises receiving said purchase request at said hub server, said purchase request includes a vendor identifier.